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**Sent:** Tuesday, February 07, 2006 6:19 PM  
**To:** MLPAComments@resources.ca.gov  
**Subject:** MLPAComments: Public Comment on behalf of Cannery Row Businesses, delivered 2/1

Dear Task Force Members, and Staff.

On February 1, I delivered a brief comment on behalf of the owners and managers of several businesses along Cannery Row in Monterey. They'd asked that I convey their wishes to you in person, since I was in Morro Bay and they could not be. For your review, here is the text of that comment along with the

**Socio-economic impact is good!**

You've often heard about the value non-consumptive ocean enthusiasts place on new marine reserves in areas they enjoy. This desire has been associated with divers, but we're just spokespeople for all the interests that benefit from diverse and abundant marine life *where people can see it*. Socio-economic impact has been discussed in the context of how to avoid it. *Maximizing positive* socio-economic impact should be among our goals, along with minimizing the negative. Nobody has good hard data. Many businesses along Cannery Row in Monterey who want a Marine Reserve on the water they overlook. There are dive shops, of course, who want their customers to dive without fear of getting hooked, as well as an underwater camera business, and a manufacturer of weatherproof bicycling and photographic equipment.

(The business described above are:

Monterey Bay Dive Center

Glen's Aquarius Dive Shop

Aquarius Dive Shop

Backscatter

Light & Motion

the rest of the list--to date--consists of the following)

Sharky's Shirts, a T-shirt shop

Segway by the Sea (sells the high-tech scooter)

Anea's Creative Design giftware

Claret House Fine Wines

Sockshop Cannery Row

Mark Reuben (Art) Gallery

Silver Mountain retail

Ghirardelli's Chocolates

The Jeweler Studio

Hai Sona Boutique

Big Pappa's Restaurant

Like the Aquarium, the interests of these businesses are satisfied only in Package #2 [though AC proposes a similar reserve]. Package 2 has been carefully designed to *optimize* socio-economic impacts by maximizing positive effects while minimizing fishing impacts everywhere possible in such a multi-use area. The reserve proposed at the Carmel Pinnacles also does just that, leaving as much area as possible open to fishing, reserving only the most biologically productive areas, that area also of maximum benefit to the half dozen or more dive boat businesses that attract customers by promising a chance of diving there.

A letter written by two of the Cannery Row business owners reads in part:

**"Our Cannery Row businesses depend on key assets that we don't own, or directly control. Many people don't look across the beach at a strand of kelp, a seal, or an otter, and see a business asset. But if marine life along the Row were destroyed or degraded, our businesses would suffer.**

**"The creation of a marine reserve will protect our key asset and draw even more visitors.**

Unfortunately, in the last ten years we've seen swaths of scenic kelp cut away, along with the animals clinging to it. Fish and invertebrates have been removed in alarming numbers. We want to see otters, seals, and birds cavorting off the row, living in a vibrant, productive kelp forest."

--

Marc Shargel,  
Sea Life Photographer  
Chair, The Coalition of Organizations for Ocean Life  
Retired Alternate Member, MLPA Central Coast Regional Stakeholder Group

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." --Margaret Mead

For more information on the creation of marine reserves along the Central Coast, see: <http://www.CaliforniaMarineReserves.org>